

Dominican Republic School Sponsorship Project

**Quarterly Report No. 2
January 1 – March 31, 2003**

**Submitted to:
USAID/Dominican Republic**

**Submitted by:
DevTech Systems, Inc.**

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Project Title: Dominican Republic School
Sponsorship Project

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ADMINISTRATIVE BACKGROUND:

On September 5, 2002 USAID/Dominican Republic awarded a contract to DevTech Systems, Inc. to “facilitate the creation of public-private partnerships for educational improvement through a model of school sponsorship in those geographic areas where demonstrated private sector interest will support such an endeavor.”

This quarterly report covers the second quarter of activity from January 1 through March 31, 2003.

Contract Modifications:

Modification Number 3: On January 30, 2003 an administrative modification was made to the contract to provide incremental funding.

ACTIVITIES AND SIGNIFICANT ACCOMPLISHMENTS:

During the week of February 10, 2003 the COP attended the Performance Management Workshop focused on the refinement of the Performance Monitoring Plan for USAID/Dominican Republic’s 2002-2007 Strategy. Following the workshop the COP and the CTO met various times to revise the Intermediate Result 8.3 Performance Monitoring Plan that was finalized on March 20, 2003. On February 26 DevTech hosted the first meeting of those working in the education sector (USAID, USDA, and DevTech). During the week of March 3 Margaret Sancho and Claire Spence, both from USAID/Jamaica, and Ruth Morris of the Jamaican Ministry of Education visited the project. Activities included visiting Falconbridge schools in Bonao, schools to be sponsored by Central Romana in La Romana, and discussions with Citibank representatives about their sponsorship activities. Altagracia Diaz was hired as a consultant to develop work plans for identified sponsors during March and April. On March 1 DevTech notified Artis, the media subcontractor, that the first option period (May-August) would be exercised.

A. Activities toward deliverables:

1. General and specific support for the school sponsorship program

On March 19 an event was held to publicly launch the school sponsorship project. The event was a joint announcement of the Ministry of Education and the U. S. Embassy. The event was attended by approximately 100 persons. The invitation list was ninety percent potential sponsors from the private sector. At the event two companies, Texaco and Ferreteria Americana expressed their interest in joining the program. Meetings were

scheduled for April to follow up on their expressions of interest. At the event the commitment of Citibank, Central Romana, and Grupo Popular were publicly recognized.

2. Assistance to the Ministry of Education

Andres Martinez was officially appointed as the Director of School Sponsorship in the Ministry of Education. A series of meetings have been held with the director and with his staff to coordinate DevTech activities with his office. The Office of School Sponsorship has been very cooperative in providing information.

3. Technical assistance to participating private sector organizations

Direct technical assistance was provided to Citibank and Central Romana. In both cases assistance focused on structuring the program within the firm, developing the profile for project liaison, elaborating a work plan, and reviewing the process of needs assessment for the schools. Citibank had already identified the school it wishes to sponsor and assistance to Central Romana included identifying the schools to be sponsored. Grupo Popular has indicated its desire to join the project. During the week of March 24 several meetings were held with the staff of Grupo Popular to discuss appropriate first steps and a methodology for selecting schools. Grupo Popular has decided it needs to determine the feasibility of creating a foundation, similar to the Falconbridge Foundation, to implement its program. A major factor in their decision making process is the number of schools they would like to sponsor. One of the proposals presented by the bank was having each branch across the country, located in an identifiable community with an associated school, sponsor a school. If this option is elected by the bank then the number of schools would imply that administering the program would be more efficient through a separate foundation than internally.

4. Technical guidance to sponsored schools

Visits have been made to the four schools that comprise the first sponsored schools (one Citibank and three Central Romana) for the purpose of conducting general assessments. Needs assessments have begun in each of the schools. Work plans have been initiated for assistance to each school.

5. Implementation of the Civic Education component of the General Law of Education

No activity to report. This deliverable may be modified pending the implementation of a separate Civic Education project by the Ministry of Education.

Performance Monitoring and Impact Evaluation

The week of March 17 two meetings were held with Dr. Gilbert Valverde of SUNY Albany regarding the development of the evaluation plan and the process and timeline for

the development of test instruments. Initiation of work is dependent on the issuing of a Task Order under the BEPS contract.

The project has been able to obtain school financing information, budgeted and actual expenditures, through December 31, 2002. It is anticipated that the project will be able to acquire this information on a quarterly basis, six weeks to two months after the close of each quarter.

B. Significant Accomplishments:

The following firms have committed to sponsoring schools:

Citibank: one school

Central Romana: three schools initially with a target of 59 at the end of five years

Grupo Popular has expressed its intention to join the project. It is examining different options in organizing and administering its program as well as the target number of schools after the initial pilot in one school.

Both Texaco and Ferreteria American have expressed interest in sponsoring one or more schools. Informational meetings to discuss the project have been scheduled for April.

The project media campaign initiated with the launching event. A total of 9 articles in 6 print publications appeared in the two weeks following the event. The event was also covered by television with 17 different airings on 12 different local and cable channels across the country providing various depths of coverage ranging from a few seconds to minutes. The project has a video tape with a recording of each of these broadcasts. Annexed to the report is a listing of all the articles in the print media and a listing of the airings of reports on television regarding the school sponsorship project.

C. Other:

On February 20 a meeting was held with the Falconbridge Foundation Executive Director to discuss the possibility of a formal working relationship between the project and the foundation. The Mission Director, the CTO, and the COP attended. At the meeting it was decided that DevTech would prepare a statement of work identifying the support activities it would like to receive from the foundation. The statement of work was developed and delivered to the foundation on February 21 with a request for proposal. On March 6, at the request of the Board of Directors of the Falconbridge Foundation, the Mission Director, the CTO, and the COP attended the board meeting to discuss with the Board the objectives of the project and the potential relationship described in the statement of work provided to the foundation. The Board authorized the Executive Director to prepare a proposal in response to the request. On March 28 the foundation replied to the request with a proposal.

MAJOR PROBLEMS ENCOUNTERED AND CORRECTIVE ACTIONS TAKEN:

Scheduling of the launching event had been delayed until incremental funding was provided. Then scheduling was complicated by the fact that the project wanted both the Minister of Education and the Ambassador to jointly announce the launching of the project. This meant that when the date of March 19 was agreed to there was very little time to publicize the event in advance. It was also very difficult to secure lists of appropriate invitees from desired sources. The project was able to generate a list of almost 200 invitees using its own resources. This was below the initial target of 350 invitees. Follow up telephone calls were made to all invitees to remind them of the event both prior to and the day of the event. Approximately fifty percent of the invitees actually attended even though seventy-eight percent indicated they would attend on the day of the event.

DevTech has been unable to secure a meeting with the Director General of Internal Taxes (DGII). We will enlist the assistance of the American Chamber of Commerce and the Council of Private Businesses (CONEP) to work with DGII to see if the Director would be willing to participate in a public meeting to present and clarify the tax exemption available to school sponsors.

CHANGES TO THE ANNUAL WORK PLAN:

See the attached Gantt chart for adjustments to the annual work plan.

ANTICIPATED ACTIVITY FOR THE FOLLOWING QUARTER:

1. General and specific support for the school sponsorship program

The media campaign will now focus on the activities of the participating sponsors as they work with the schools. The viability of holding another event in Santiago will be examined and planned if deemed appropriate.

The proposal from the Falconbridge Foundation will be evaluated. It is anticipated that a subcontract will be negotiated and executed with the foundation during the next quarter.

2. Assistance to the Ministry of Education

DevTech will maintain an on-going relationship with the Ministry of Education.

3. Technical assistance to participating private sector organizations

Technical assistance will continue to be provided to Citibank and Central Romana. Organizational assistance will be provided to Grupo Popular. Informational meetings will be held with Texaco and Ferreteria Americana to explain the project and determine their commitment to participation. It is expected that the launching event will generate some interest from other companies that are made aware of the project through media coverage.

Continue efforts to meet with the Director General of Internal Taxes to identify the policies and procedures that affect the legitimate tax deductions available to business that sponsor schools. Conduct an analysis of the current law and procedures to identify possible improvements.

4. Technical guidance to sponsored schools

With the finalization of work plans in identified sponsored schools guidance will be provided as detailed in the work plan.

5. Implementation of the Civic Education component of the General Law of Education

No activity anticipated.

Performance Monitoring and Impact Evaluation

DevTech will coordinate and cooperate with the BEPS contractor once work is initiated on their task order. Baseline data for inclusion in the Mission PMP will be collected and reported as required. As work plans are developed data elements related to school/community descriptors as well as intervention descriptors will be identified.

Annex 1
Artículos de Periódicos Sobre Apadrinamientos

Fecha	Temas	Periódico	Sección/ Pag.
18-Nov-02	Apadrinar Escuela para mejorar Calidad de enseñanza.	Listin Diario	A/La Republica/20
12-Mar-03	Piden Apadrinamiento	Listin Diario	A/La Republica/8
20-Mar-03	Lanzan Proyecto para Incorporar Empresa a la educación publica	Hoy	Reportaje / 6E
21-Mar-03	Los empresarios están decididos a apadrinar escuelas publicas.	Listin Diario	A/ La Republica/ 16
	Embajador de EEUU celebra alianza Entre los sectores públicos y privados.		A/ La Republica/ 16
21-Mar-03	Una fuerte colaboración a favor de la educación.	Listin Diario	E/ Sociales/4
21-Mar-03	Embajador Estados Unidos lanza apadrinamiento.	Diario Libre	
27-Mar-03	Educación para el desarrollo.	El Caribe	Gente/ 44
05-Abril-03	Embajador de E.U.A. lanza proyecto apadrinamiento de escuela.	En Sociedad del Hoy	Sociedad/107
12-Abril-03	Embajada de los EU lanza programa de educación	Ritmo Social	Pag.101

Annex 2
MONITOREO DE TELEVISIÓN

CANAL	PROGRAMA	FECHA
53/58/57	REVISTA 110	19 / 23 MARZO 2003
13	NOTI CENTRO	19 / 23 MARZO 2003
15	TELE 15	19 / 23 MARZO 2003
05	MATINAL 5	19 / 23 MARZO 2003
27	RNN	19 / 23 MARZO 2003
9	MUNDO VISION	19 / 23 MARZO 2003
11	TELE NOTICIAS	19 / 23 MARZO 2003
58	DE INTERES HUMANO	19 / 23 MARZO 2003
46	COMPROMISO EN TV	19 / 23 MARZO 2003
11	TELE NOTICIAS	19 / 23 MARZO 2003
37	CDN	19 / 23 MARZO 2003
02	SECCION 2	19 / 23 MARZO 2003
33	SUPER NOTICIAS	19 / 23 MARZO 2003
02	UNO + UNO	19 / 23 MARZO 2003
46	TVC	19 / 23 MARZO 2003

The Gantt chart that follows (contained in a separate Microsoft project file) visually presents project activities implemented over time. The yellow bars represent the baseline for task implementation as originally presented in the work plan. The blue solid bars present actual implementation of tasks during the project and blue shaded bars present planned implementation.





